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Message Text

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64
ORIGIN EB-11

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DRAFTED BY EB/CBA/BP:EJRANKIN:VJW
APPROVED BY EB/CBA/BP:HJWINTER
EB/OT/GCP - DJDUNFORD
ARA/MX - R. KING (SUBSTANCE)
TREAS/BATF - G. BONIFANT (SUBS)
---------- 086410
R 162155Z APR 74
FM SECSTATE WASHDC
TO AMEMBASSY MEXICO

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E.O. 11652: N/A
TAGS: EIND, MX

SUBJ: BOURBON-TEQUILA

REF: MEXICO 1584, STATE A-2481

1. LARRANAGA, GOM DIRECTOR OF BUREAU OF STANDARDS, MINISTRY OF INDUSTRY AND COMMERCE, TELEPHONED HARVEY WINTER, DIRECTOR, OFFICE OF BUSINESS PRACTICES, ON APRIL 5, 1974. PURPOSE OF LARRANAGA'S CALL WAS TO GIVE ASSURANCE THAT GOM WILL FULFILL ITS OBLIGATION TO GRANT EXCLUSIVE DESIGNATION TO BOURBON. LARRANAGA INDICATED THAT AS RESULT OF DEPT'S REQUEST TO MEXICAN AMBASSADOR TO BRING QUESTION OF DELAY IN DESIGNATION OF BOURBON TO THE ATTENTION OF GOM, LARRANAGA UNDER PRESSURE TO ACT. ALTHOUGH HE DID NOT SAY SO, PRESSURE PROBABLY COMING FROM MINISTRY OF FOREIGN AFFAIRS.

2. IN TELCON WITH WINTER, LARRANAGA SAID HE COULD ISSUE EXCLUSIVE DESIGNATION DECREE IMMEDIATELY BUT WITH A
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WAITING PERIOD OF 30 DAYS BEFORE IT BECAME EFFECTIVE.

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WHEN WINTER URGED HIM TO DO SO, LARRANAGA BACKED OFF AND
INDICATED THAT IT PROBABLY WOULD BE 30 TO 60 DAYS BEFORE
THE DECREE WOULD BE ISSUED.

3. FYI. LARRANAGA SUGGESTED THAT ONE REASON FOR DELAY
WAS CLEARANCE OF NEW LABELS BY GOM MINISTRY OF HEALTH
FOR WHISKEY THAT CAN NO LONGER BE CALLED BOURBON.
ANOTHER REASON FOR THE DELAY, WHICH WASNT MENTIONED
BY LARRANAGA, PROBABLY IS TO ALLOW THE MEXICAN WHISKEY
PRODUCERS TO GET RID OF THEIR STOCKS OF WHISKEY WITH
BOURBON LABELS. END FYI.

4. EMBASSY HAS PROBABLY RECIEVED COPY OF BOURBON
INSTITUTE PRESIDENT MARSHALL'S LETTER TO WINTER DATED
APRIL 4 IN WHICH MARSHALL REFLECTS INCREASING CONCERN
OF BOURBON INDUSTRY AT DELAY IN GOM ACTION.

5. MARSHALL ALSO MENTIONS DIFFICULTY IMPORTERS ARE
EXPERIENCING IN OBTAINING IMPORT LICENSES FOR BOURBON.
WHEN WINTER MENTIONED THIS TO LARRANAGA DURING TELCON,
LARRANAGA STATED THAT ANY IMPORTER ENCOUNTERING SUCH
DIFFICULTIES SHOULD CONTACT HIM DIRECTLY.

6. ACTION REQUESTED: THE EMBASSY IS REQUESTED TO
CONTACT LARRANAGA AND OTHER GOM OFFICIALS AS MAY BE
DEEMED APPROPRIATE WITH THE VIEW TO EXPEDITING PUBLICA-
TION OF THE DECREE DESIGNATING BOURBON AS AN EXCLUSIVE
PRODUCT OF THE UNITED STATES. EMBASSY SHOULD POINT OUT
THAT USG ACTION ON TEQUILA WAS EFFECTIVE FEBRUARY 1 AND
IT SOON WILL BE TWO MONTHS WITHOUT RECIPROCAL GOM ACTION.
EMBASSY SHOULD ALSO MENTION THAT USG TOOK APPROPRIATE
ACTION TO GET SEPARATE TARIFF LISTING FOR TEQUILA.
THUS BOTH THE USG AND THE BOURBON INDUSTRY ARE BECOMING
INCREASINGLY CONCERNED AT DELAY.

7. EMBASSY ALSO REQUESTED TO ADVISE FIRMS ENCOUNTERING
IMPORT LICENSING DIFFICULTIES ON BOURBON IMPORTS TO
TAKE UP SUCH PROBLEMS DIRECTLY WITH LARRANAGA.

8. DEPARTMENT WOULD APPRECIATE REPORT ON ACTION
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REQUESTED IN PARA 6 TO SERVE AS BASIS FOR REPLY
TO BOURBON INSTITUTE. KISSINGER

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NNN

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To: MEXICO
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